

DAILY VARIETY DAILY

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Anticiggie Blurb Crusader After Scalp Of KNXT

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Washington, Nov. 21—Anti-smoking crusader John Banzhaf III has picked out another California target as the state's radio-TV stations come up to the FCC for license renewal. His latest petition asks for a fairness doctrine crackdown on KNXT, CBS-owned L.A. station, because of its "deliberate and willful refusal" to air a "significant number of anti-smoking spots."

Banzhaf, head of Action On Smoking And Health, said a random five-day monitoring session pegged 43 cigaret ads totalling 1,670 seconds of commercial time, while antismoking spots consumed 130 seconds. Banzhaf, who individually got the FCC to apply the fairness doctrine to cigaret advertising, also has attacked Time-Life's KOGO, AM-FM-TV, San Diego, and other Time-Life stations on similar grounds.



Ralph Carson was the lead-off speaker at Carson/Roberts in teaching anti-cigaret advertising to California students from East Bakersfield and foothill high schools.

C/R Helps with Student-Created Anti-Smoke Push

LOS ANGELES, Dec. 3—If Bill Bernbach can thumb his nose at the cigaret companies so, apparently, can Ralph Carson. The chairman of Carson/Roberts and his staff this week taught a crash program on anti-cigaret advertising to student members of "Smoke-out," a project of the Kern County Inter-Agency Council on Smoking & Health.

The project operates on a two-year \$52,000 grant from the U.S. Public Health Service. There are many anti-smoking programs but it is thought that one conducted by high school students may bridge the generation gap more effectively. The students attending Carson/Roberts will formulate a pilot program as a model to be used nationally. The students work in account teams as in an agency.

■ Following the opening lecture by Mr. Carson, the other C/R teachers were Robert Schulberg, vp, management supervisor; Dan Dixon, creative director; Eddie Smardan, vp, media; Richard Eisenman, associate market research director; and Bert Balsam, print production supervisor. #